

October 27, 2004
KIVI Television
Boise, ID

Comment on Docket No. 04-233 'Localism'

Attention Ms. Marlene H. Dortch,
Secretary
Federal Communications Commission

KIVI Television, located in Boise, Idaho makes local news coverage a priority. We currently broadcast 35 half hours per week of local news. In January '04 we expanded our morning show by one half hour to 1 1/2 hours per day and in December '04 we will add another 1/2 hour per day bringing our total weekly local news presentation to 40 half hours per week.

As an example of our continued commitment to serve our community with local news coverage, over the last three years we have added 4 full time news staffers, doubled the size of our weather team, added a live truck and a second local news bureau. We have invested in state of the art weather presentation graphics and included live lightening radar (significant to fire danger in the West).

Also once per quarter KIVI broadcasts a prime time news special on topics ranging from severe weather tips, to a feature on local high school student athletes, to community celebrations such as Balloons over Boise, a local community festival.

Our weekly local public affairs program, 'News Makers' is hosted by our main anchor and features community-focused topics. This thirty minute program allows the station to explore one local topic in depth each week. Recent topics include child and spousal abuse, gangs and community based solutions, drought and water conservation, and the spreading of noxious weeds throughout our market.

KIVI partners with the Idaho Department of Transportation for traffic updates and participates in AMBER and EAS.

Programming and news content decisions are made locally. Opinions are regularly solicited from viewers and station guests. All groups entering the station are presented with surveys to seek public input. In addition, these surveys are also distributed at community gatherings soliciting public input on programming and content decisions. These sources plus interviews with community leaders and input from KIVI local department heads and employees help determine programming and news content will include coverage of these 5 areas:

- 1) Health and Social Services
- 2) Environment / Planning / Transportation
- 3) Government
- 4) Recreation / The Arts
- 5) Education

The station works with virtually all community based volunteer organizations. We support the Idaho Food bank, Idaho Chapter of the American Red Cross, the Marine's Toys for Tot's campaign, the Women and Children's Alliance of Idaho, Hope's House, the Boise Rescue Mission, Southern Idaho Water Users Association (with a canal safety campaign) and many more. In all of these examples, station talent educates viewers and encourages contributions and community participation. The 8 most recent examples of KIVI community focused participation include:

1. Education and The Arts-The Cultural Triathlon 2004 (July 1-August 10)

In its 2nd year of sponsorship by KIVI, The Cultural Network's 'Culture Triathlon' encourages local residents to participate in artistic, recreational and educational programs. Support by KIVI Television included production of a PSA which aired 146 times in the month of July. In addition, station personnel participated, leading teams in recreational and educational programs and acting as official judges of the program. News coverage included stories and interviews in advance, during and as a follow up to the events. In all, more than 200 community members participated in the event.

2. Education- Canyon County Fair Summer Reading Program (July 2004)

In a partnership with local libraries, KIVI supported the summer reading program through news stories, talent participation and psa's. The psa's featured Chief Meteorologist Scott Dorval encouraging kids throughout the market to read a set number of books at their local library. Dorval attended special library 'read-ins' where he promoted the value of the summer reading program. Upon completion of the month long program and after reading a minimum number of books as determined by local libraries, kids received a free pass to the Canyon County Fair. Sixty six area youngsters completed the program and earned a pass to the fair.

3. Recreation/The Arts-Special Olympic Events (July, August, September 2004)
Truck Convoy, Threads and Ice, Harlem Ambassadors

As part of our partnership with Idaho Special Olympics, KIVI promoted three separate events during third quarter 2004. 108 public service announcements were aired. News coverage included advance and day of stories. In addition, KIVI talent participated with the Boise police in a basketball fundraiser game against the Harlem Ambassadors.

4. Recreation/The Arts-Fall for Boise City Arts Celebration

More than 5,000 market area residents participated in one of 5 events during September 2004 that combined make up the City Arts Celebration. KIVI raised awareness for these events through a special series of news stories; PSA's and banner ads on our website. 150 announcements were aired and stories appeared in 9 news casts.

5. Health and Social Services- Komen Boise Race for the Cure (May 8, 2004)

Now in our sixth year, KIVI and the Komen Boise Race for the Cure is one of KIVI's signature events setting attendance records each year. In addition to public service announcements and news coverage the station's involvement includes partnering with K-HITS, our Journal Broadcast radio sibling. Talent from K-HITS and 6 On Your Side appear front and center of the over 10,000 participants, at all available venues including welcome stage, start and finish lines. Komen Boise Race for the Cure raised over \$800,000 locally to fund national research and 32 southwest Idaho projects focused on education, screening and treatment. Number of PSA's produced: 4 (:30 second announcements). Number of PSA's aired: 398 from 3/29-5/7

6. Health and Social Services- American Heart Walk (April 3, 2004)

This is the first year KIVI sponsored this event. Organizers came to KIVI first because of what they had seen of 6 On Your Side's community focus. 6 On Your Side extended news coverage of the event, ran 44 thirty second psa's in advance and provided the talent of Gemma Gaudette, co-anchor of Good Morning Idaho, who not only emceed the event, she ran in the race. The event raised \$9,000 for local heart health education.

7. Health and Social Services- Children's Miracle Network (June 6, 2004)

St. Luke's Children's Hospital and KIVI continue their 20 year partnership to produce the Children's Miracle Network Telethon. Public Service Announcements were designed to promote the telethon, and explain the need in our community for new pediatric surgical facilities.

From 11 am to 4pm, KIVI aired the National CMN telecast with live cut ins featuring 6 On Your Side talent. Then from 4pm to 6pm, 6 On Your Side aired the local CMN telethon, live from St. Luke's Children's hospital, featuring the main anchor teams from the 10, and Good Morning Idaho.

Character generated crawls aired during the prime time NBA Championship game soliciting donations, and reminding viewers that the telethon would follow the game. Following the game, 6 On Your Side went back to St. Luke's live to continue the local CMN telethon featuring the main anchor team.

Nearly \$800,000 was raised this year to benefit St. Luke's Children's Hospital, and improve pediatric surgical facilities. Number of thirty second PSA's produced: 2. Number of PSA's aired: 120 (KIVI and KSAW)

8. Health and Social Services- Idaho Food Bank's A Chef's Affaire (June 11, 2004)

A Chef's Affaire, a charity dining event, represents another long term partnership being taken to the next level. As the Idaho Food Bank evolved the event from a buffet to a sit down formal dinner, the Idaho Food Bank needed the help of 6 On Your Side to not only promote the dinner and its evolution through psa's, but they also needed help with the production of the presentation. Eighteen video profiles of the Chef's were written and produced to air at the event. Over 10 hours went into the production of the Chef's profiles. The profiles were provided at no charge to the Idaho Food Bank. In addition, Meteorologist Scott Dorval emceed the whole event. One thirty second PSA was produced and aired 152 times in all dayparts. \$60,000 was raised by auctioning off the talents of the chefs to restock our local food bank. \$11,000 was raised from ticket sales to go toward the purchase of a new delivery truck.

In addition to our on air signal, the station also publishes two local magazines featuring market-wide high school athletes in football and boys and girls basketball. Plus, our website enhances our local news effort by a continual posting of our top local stories and archiving our local consumer product testing stories.

KIVI preempts ABC when local news and events warrant it. During the 2002 election with contested races for Congress and Governor, KIVI produced and aired three candidate debates preempting ABC network. In 2003 KIVI preempted network programming to cover the Boise City mayor's resignation and to air a two hour state championship soccer match featuring local children 14-17 in age. In 2004 KIVI preempted ABC network to air the Governor's state of the state address and his budget address.

KIVI submits these comments in an effort to illustrate to the Federal Communications Commission the lengths this local broadcast station goes to in support of the betterment of the community served.

Sincerely,

Scott Eymer
Vice President,
General Manager
KIVI Television